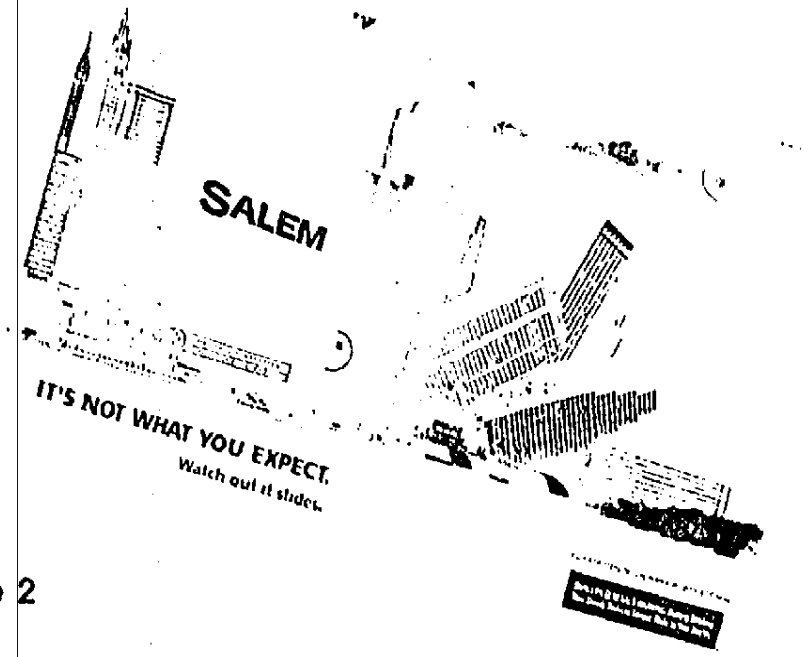
Caravan

JANUARY 1998/VOL. 32/NO.1

A PUBLICATION OF R.J. REYNOLDS TOBACCO CO.



page 2

Tribute to T. Wayne Robertson

Payne to head external relations

People

Bowlers have fun to spare page 16

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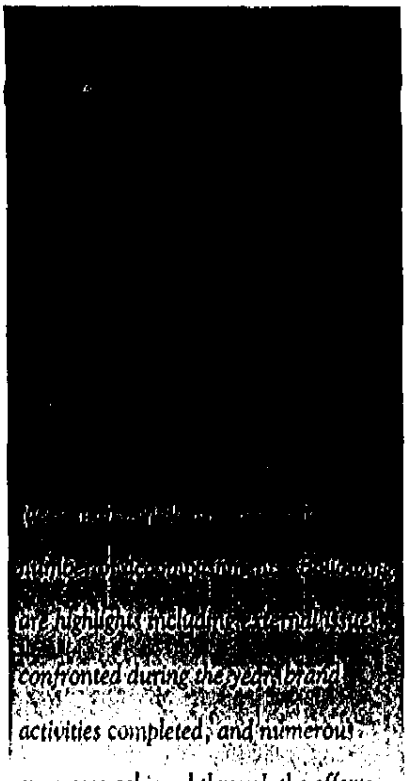


successes achieved through the efforts of employees across the company.

January

- Camel Menthol was expanded nationally.

February

- New eye-catching Camel print and out-of-home ads depicting Joe Camel in urban settings began appearing.

March

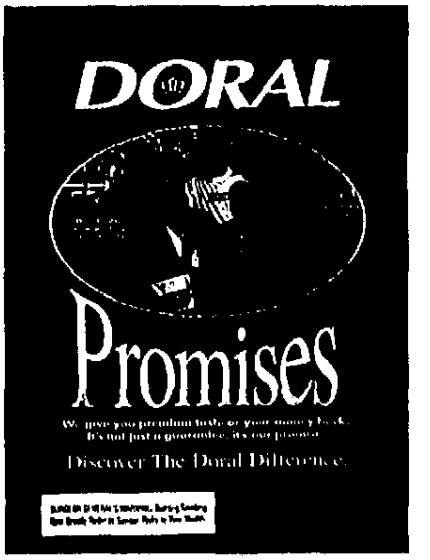
- Liggett's Bennett LeBow struck a settlement deal with state attorneys general and plaintiffs' lawyers suing the tobacco industry.
- Camel began testing four new print ads, with the theme "What You're Looking For," to run in selected publications.
- Moonlight Tobacco introduced a new brand — House Blend — in six markets where other Moonlight brands were testing.

April

- U.S. District court in Greensboro, N.C., ruled that the Federal Drug Administration (FDA) cannot restrict the advertising and promotion of tobacco products and enjoined additional implementation of the regulations. Also the Court concluded that Congress did not expressly prohibit the FDA from regulation of tobacco products under existing law if the facts asserted in the FDA's rule making are proven to be correct. Tobacco companies and the FDA filed appeals on the ruling.
- Red Kamel was rolled out nationally into pack-oriented outlets. The brand was supported with impactful Red Kamel point-of-sale materials and unique advertising in selected national and regional adult magazines.
- The Doral Oval advertising campaign, which brings a new stronger look to the brand's "cares more" positioning, began appearing in magazines. The ads use Doral packs as background and continue to feature Doral smokers and RJR employees.

May

- A Florida jury issued a unanimous verdict in favor of R.J. Reynolds in the Raulerson court case. The suit, originally filed by Jean Connor, was brought against Reynolds Tobacco by Dana Raulerson, Connor's sister, claiming that cigarettes were a defective product.
- A Maryland court struck down the state's lawsuit against the tobacco industry, rejecting its claims for



alleged Medicaid expenses. The court ruled that these suits can be brought only by identifying each Medicaid recipient that the state claims to be representing.

- The Federal Trade Commission (FTC) voted to issue a complaint against R.J. Reynolds Tobacco's Joe Camel advertising based on a theory that advertising for any age-sensitive product is illegal if it succeeds in boosting sales to adults whose behavior may be imitated by younger consumers.

June

- A national tobacco agreement between U.S. tobacco companies and state attorneys general, public health organizations and plaintiffs' lawyers was reached.
- Moonlight introduced Planet Menthol, a line extension of Planet, into six of Moonlight's eight markets. Moonlight also expanded some of its brands into two additional test markets.

July

- R.J. Reynolds and other major U.S. tobacco companies agreed to settle Medicaid litigation with the state of Mississippi. The Mississippi agreement will be superseded by any national tobacco agreement.
- RJR announced the national

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expansion of the new Camel campaign entitled, "What You're Looking For," and the phasing out of the Joe Camel campaign.
- The Winston Cup Road Show began its tour in major metro areas across the country. The show provided adult smokers the chance to learn more about Winston's No Bull positioning through Thunder Theater, simulator rides, show car and personal selling.

August

- A national launch of Winston's No Bull repositioning campaign began after a successful year of testing in Florida. Along with a no-additives, 100-percent-tobacco, true-taste product, the Winston campaign establishes a strong attitude for Winston in the marketplace — positioning it as a straight-up brand.
- A new Camel Cash MetroActive II catalog, designed to maintain franchise loyalty and provide a solid defense against Marlboro's catalog, was mailed to adult smokers.
- R.J. Reynolds and other major U.S. tobacco companies agreed to settle Medicaid litigation in Florida. The Florida agreement will be superseded by any national tobacco agreement.

September

- R.J. Reynolds reached an agreement with Janet Mangini in California to

dismiss with prejudice her suit against the company for its Joe Camel advertising campaign.
- President Clinton calls for toughening the national tobacco agreement and for Congressional enactment of a national tobacco plan.
- A reformulated Eclipse product was expanded into test markets in Lincoln, Neb., and Atlanta, Ga. In Atlanta, Eclipse was available only in a smoking lounge that RJR opened in a shopping mall in Alpharetta, a suburb of northern Atlanta.

October

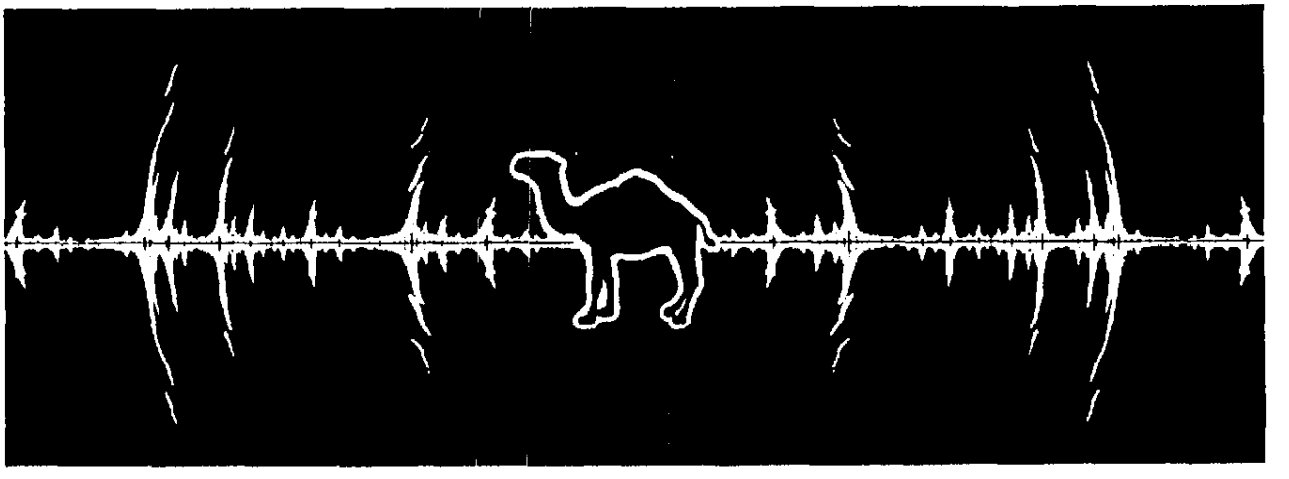
- R.J. Reynolds Tobacco and the other major U.S. tobacco companies settled the Broin flight attendants lawsuit. The class-action suit sought compensation for damages allegedly incurred from environmental tobacco smoke.
- A federal court in Pennsylvania dismissed and decertified a class-action lawsuit against the tobacco industry. The suit sought medical monitoring for Pennsylvania residents who were smokers as of Dec. 1, 1996, and who began smoking before age 19.
- R.J. Reynolds won a unanimous verdict in the Karbiwnyk lawsuit in Florida. Karbiwnyk had alleged two causes of action against the company: negligence and strict liability.
- Doral hosted its fourth Doral & Co. celebration for more than 1,200 franchise and competitive adult smokers in Cincinnati, Ohio. The event is a unique and tangible expression of the brand's "cares more" positioning.

November

- Salem began test marketing its new repositioning campaign in New York City and Long Island. The new campaign capitalizes on the idea that menthol by nature is a sensory smoking experience and that menthol is an under-marketed idea in the industry.

December

- As part of a larger restructuring plan announced by RJR Nabisco, Inc., R.J. Reynolds Tobacco outlined an $80 million restructuring program.
- In celebration of NASCAR's 50th anniversary year, Winston announced the "No Bull 5" — the richest single-season bonus program ever conducted in Winston Cup racing. ■



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T. WAYNE ROBERTSON

RJR says goodbye to sports marketing innovator and cherished friend

Robertson's career in sports marketing spanned 27 years, and for the past 14 years he was at the helm of one of the most respected corporate sports sponsorship organizations in the United States.

Before daybreak on Jan. 14, 1998 T. Wayne Robertson, head of sports marketing for R.J. Reynolds Tobacco Co., was killed in a boating accident in southern Louisiana. Robertson was president of Sports Marketing Enterprises, a division of RJR, as well as a senior vice president of Reynolds Tobacco. He oversaw the department that manages RJR's umbrella sponsorships of NASCAR Winston Cup racing, NHRA Winston Drag racing, the Vantage Championship Senior PGA tournament and Reynolds Tobacco's other sports sponsorships.

"Wayne had a zest for life and a true love of people. It came through loud and clear in everything he did," says Reynolds Tobacco President and CEO Andrew J. Schindler. "His energy and enthusiasm were contagious, as any one who knew him would tell you. And, his commitment to Reynolds Tobacco and the contributions he made to this company are unparalleled.

"Wayne was an innovator who devoted 27 years to creating and directing sports-marketing programs that made a huge contribution to this company. And, he was highly regarded and greatly respected by everyone at Reynolds Tobacco and throughout the sports world. He left behind quite a legacy," says Schindler. "His friends in the sports world and in the company will miss him." ■

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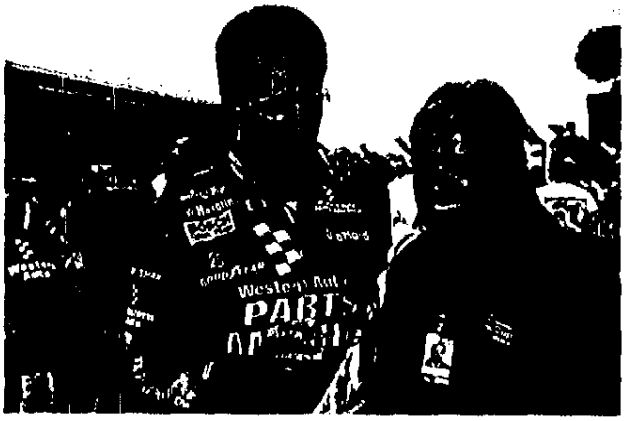
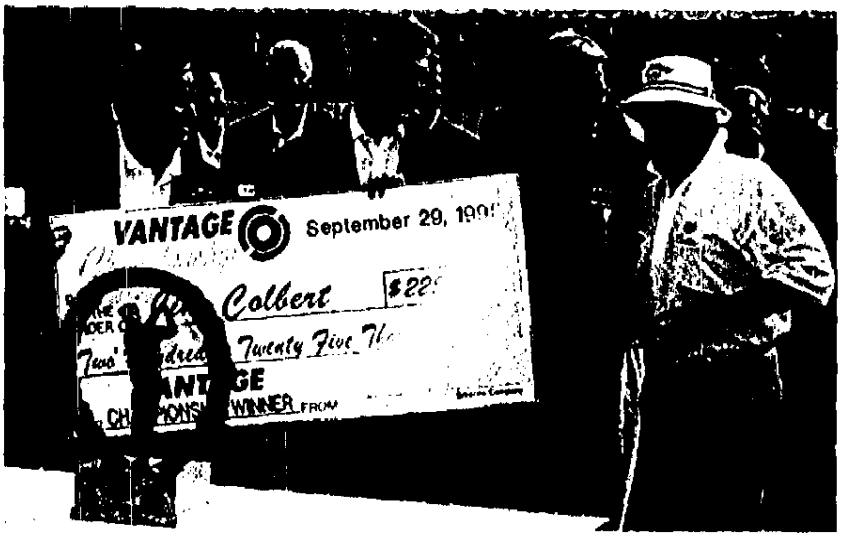
Robertson joined the company in 1971 as a show car driver and administrative trainee. Above, he cruises around the Wilkesboro track in RJR's 1972 Winston Cup show car.



During Robertson's career in sports marketing, he formed many relationships throughout the Winston Cup family. Darrell Waltrip (left) and Robertson share a laugh before the start of the Coca-Cola 600 in Charlotte, N.C.



Robertson (left) guided RJR's major entry into professional golf in 1986 with the establishment of programs for both Nabisco Brands, Inc., and the Vantage brand of Reynolds Tobacco. Pictured with Robertson are RJR President and CEO Andy Schindler and 1996 Vantage champion Jim Colbert (right) during an ESPN interview.

Known for his active participation in RJR's sports-marketing program, Robertson gets behind the wheel of the Smokin' Joe's dragster at the 1994 Winston Invitational in Rockingham, N.C.

Never forgetting that the fans were key to the success of Winston Cup racing, Robertson created the Winston Cup Preview in 1989 to benefit Brenner Children's Hospital. Bobby Hamilton (left) signs autographs for fans during the event.

Source: https://www.industrydocuments.ucsf.edu/docs/jfpn0000

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No. 2 in the tobacco industry?

David Beaver
Technologist III, engineering
21 years of service

"The first objective I have is to stop, step back and review how I'm accomplishing the tasks that make up my job at RJR. I feel that it's my responsibility to take advantage of all the new technology, like the internet and new computer programs we have at our disposal. I also believe in taking a fresh approach to my job duties. It's easy to think that you're performing at top efficiency, but it's difficult to step back and look at whether you're reaching your full potential. I feel there's always room for improvement. My second objective for 1998 is to communicate better with my co-workers."

Jo Ann Buchanan
Principal administrative assistant
Tobaccoville utilities
28 years of service

"I think that one of the primary things that I can do during 1998 to help the company become a stronger No. 2 is to work to the best of my ability to promote not only our great company, but also the fine products we make. One of the ways I plan to do this is to keep on supporting and actively participating in the Tobacco Action Coalition (TAC). TAC is still working behind the scenes to promote the company and the entire tobacco industry. I feel that my membership in TAC will become even more vital this year."

Carl Tuttle
Packing operator, second shift
Tobaccoville
23 years of service

"One of the most important things I can do during 1998 to support our company is to put forth my very best when doing my job. I plan to use the training the company has provided for me, check the quality of our products and recheck my materials every chance I get."

Mackie Jackson
Master technician, pilot plant
R&D
27 years of service

"To become a stronger No. 2 and to compete effectively against other tobacco companies, RJR needs to keep improving the quality of its products and advertising. At R&D, we have been seeking ways to improve product quality for implementation in the factories. With hard work, we can move RJR to a higher level."

Shirley W. Hairston
Principal production assistant
Shorefair
31 years of service

"To make RJR a stronger No. 2 in 1998, I plan to give 110 percent of my efforts in executing my job duties and encouraging my fellow co-workers to do likewise. I am also committed, with pride, to the company's personal-selling program. I have been on four trips to Chattanooga, Tenn., to increase awareness of Eclipse. My involvement with personal selling gives me the opportunity to interact with adult smokers who should have the freedom to choose to smoke." ■

Source: https://www.industrydocuments.ucsf.edu/docs/jfpn0000

Griscom resigns; Tommy Payne to head external relations

Tommy Payne

Tom Griscom

Andy Schindler, president and CEO of R.J. Reynolds Tobacco Co., recently announced that Tommy Payne, previously vice president – federal government affairs in the company's Washington, D.C., office, has been named senior vice president – external relations.

Payne succeeds Thomas Griscom, executive vice president – external relations, who has resigned to become executive vice president – corporate communications at News Corporation.

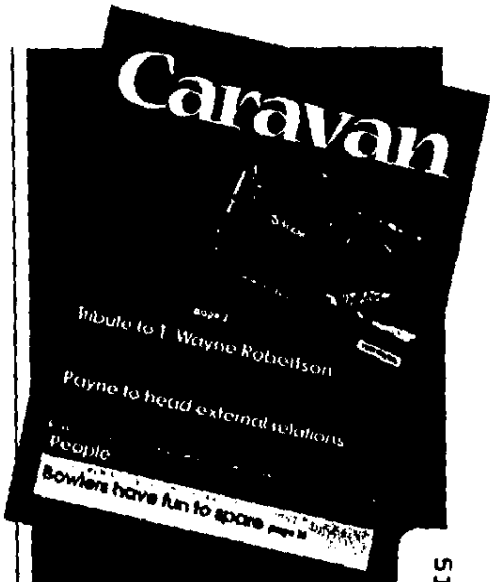
"For the past seven-and-a-half years, Tom Griscom has played a key role in helping Reynolds Tobacco deal with a myriad of external issues," says Schindler. "He also has been a strong member of the company's senior management team.

"We are very fortunate to have someone of Tommy Payne's experience and proven skills to take over responsibility for the company's external relations and government relations activities," Schindler said. "Tommy is a seasoned lobbyist who is highly respected throughout Washington. I'm confident that he will provide outstanding leadership to the company's external relations functions." ■

RJR tackles tough issues online

In a recent issue of Inside PR's magazine, *Reputation Management*, R.J. Reynolds Tobacco Co. was recognized for "tackling tough public affairs issues online." Entitled, "Big Companies, Tiny Steps," the article states: "RJR Nabisco links from its corporate site to an R.J. Reynolds home page that provides comprehensive information on tobacco issues. There is information about the smokers' rights issue, a state-by-state guide to state and federal tobacco taxes complete with a function that allows smokers to contact their elected representatives, tips on talking to kids about tobacco, and background and program material related to the tobacco industry's 'We Card' program."

RJR's website may now be reached at http://www.greensboro.com/rjrt/. In the near future, the site address will change to www.rjrt.com. ■



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publication in *Caravan* is there an unsung hero working in your department? Do you have an unusual hobby? Do you volunteer in the community? Has your department completed any projects that you'd like to share with other RJR employees? We'd like to know!

Source: https://www.industrydocuments.ucsf.edu/docs/jfpn0000

Christmas generosity abounds

Departments across R.J. Reynolds Tobacco Co. reached out to people in need over the holiday season. The following projects were among the many generous activities undertaken by employees:

- Finance department – held a raffle for holiday prizes at the department's annual Christmas luncheon and raised more than $4,400 for Senior Services;
- RJR Packaging – raised more than $3,000 from a bake sale. The funds were distributed to The Methodist Children's Home, the Children's Center for the Physically Handicapped and the Winston-Salem Ronald McDonald House;
- Trucking – raised money for the Christmas Clearing House, adopted a family for Thanksgiving and Christmas, and provided expense funds to the family of a fellow employee who was hospitalized;
- Public Relations – donated more than $300 of personal toiletries for residents of the Battered Women's Shelter;
- Machine Shop and Engineering – repaired more than 50 bicycles for the Christmas Cheer Toy Shop. This is the third year employees have volunteered for this project;
- R&D – collected presents and donations and held a Christmas party for young patients at Amos Cottage, collected toiletries for Senior Services, participated in "Give a Kid a Coat" (A Cleaner World), and gathered canned food items for local charities, The Second Harvest Food Bank of Northwest North Carolina and three organizations in Bertie County, N.C.;
- And, many RJR departments including Manufacturing, R&D, the Camel brand marketing team and the Marketing and Sales Secretarial Council adopted families. ■

VANTAGE CHAMPIONSHIP

Tournament contributions to aid local charities

Officials of the Vantage Championship want the Senior PGA tournament to be more a part of the Triad community, and they want the community to be more a part of the tournament.

To foster that aim, charitable contributions from revenues raised by the tournament will be distributed more broadly to local charities beginning this year. In the past, the primary charity of the Vantage has been Tanglewood Park, where the tournament has been played for the past 11 years. In addition, contributions were made to organizations that provide services to the tournament, including volunteers. Another program, called Charity Choice, allowed tournament volunteers to select organizations to receive tournament proceeds.

Those three programs will continue to exist but the funds, which in 1997 amounted to $363,500, will be shared among four additional local organizations. These are Hospice of Winston-Salem/Forsyth County, Senior Services, Family Services and Lowrance Middle School. ■

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Manufacturing celebrates the season and service

In December, the manufacturing division of R.J. Reynolds Tobacco Co. served up some holiday cheer and fun for employees during a party held at the Lawrence Joel Veterans Memorial Coliseum in Winston-Salem, N.C. With more than 4,000 people in attendance, the evening included dinner, dancing, door prizes and the chance to experience the Winston brand's stock-car simulator. During the event, 631 manufacturing employees were honored for 30 years or more of service with the company.

Source: https://www.industrydocuments.ucsf.edu/docs/jfpn0000

Service awards

35 Years - December

Fred G. Kimmer Jr.
Whitaker Park primary

John M. Shelley Jr.
Leaf management

30 Years - December

Roger O. Amos
No. 604 presses

Dennis W. Bowman
Product development and assessment

David D. Gibson
Brook Cove Storage

Larry G. Holyfield
Tobaccoville kitchen

Willie J. Long
Tobaccoville casing and cutting/cut-filler storage

W.E. Moffitt Jr.
Human resources

Ronald F. Moorefield
Tobaccoville facilities/ maintenance

Carl M. Viglianco
External sales development

Roger D. Watson
No. 603 G-7 production

25 Years - December

Michael D. Abbott
Tobaccoville making and packing

Jesse L. Aldridge
Whitaker Park making and packing

Phillip R. Alford Jr.
Tobaccoville making and packing

Eddie D. Allen
Tobaccoville making and packing

Darrell G. Amos
Tobaccoville making and packing refurbishment

Gladys L. Avery
Tobaccoville material control/export

Rickey L. Banner
Tobaccoville making maintenance

Robert Barnshock
No. 604 plant services, extruders

Wade E. Beauchamp Jr.
Tobaccoville making maintenance

Lonnie C. Bennett
Tobaccoville making and packing

Fosteen H. Benton
No. 603 G-7 production

Philip A. Berrier
Tobaccoville making and packing

Danny J. Bibey
Cigarette manufacturing

Herman S. Bledsoe
Whitaker Park material control/export

Winnie E. Bledsoe
Tobaccoville primary machinery and equipment

Paul W. Boles
Tobaccoville primary machinery and equipment

Michael K. Booth
Tobaccoville casing and cutting/cut-filler storage

Thomas L. Brandon
Tobaccoville primary machinery and equipment

Shirley M. Britt
Whitaker Park making and packing

Kelly R. Brown
Tobaccoville making maintenance

Larry A. Brown
Whitaker Park making and packing

Woodrow W. Bruton
Tobaccoville receiving and blending

James A. Bryan
Tobaccoville making and packing

Ronald R. Buelin
Whitaker Park making and packing

Terry L. Bullins
No. 603 processing

Ronald A. Bunn
Tobaccoville making and packing

Bryan A. Burns
Tobaccoville making maintenance

Jimmy E. Caldwell
No. 604 presses

Tony R. Cecil
Tobaccoville packing maintenance

Samuel L. Clardy
Tobaccoville making and packing

Richard D. Collins
Operations technical training

Sammy L. Collins
Operations technical training

William B. Conrad
Tobaccoville making and packing

Everette L. Cooke III
Tobaccoville making and packing

Lanny C. Cooke
No. 604 extruders

Thomas E. Couch
Tobaccoville making and packing

Stevie A. Courtner
W.T. stem recovery

Deramus L. Cox
Tobaccoville making and packing

Kerry G. Craft
Whitaker Park making and packing

Ronald W. Crawford Sr.
Tobaccoville maintenance general

Stanley A. Cromer
Tobaccoville receiving and blending

Ralph S. Crow
Tobaccoville making and packing

Jerald W. Culler Jr.
No. 200 metals slitting/separating

Roger D. Dalton
Tobaccoville making maintenance

Della W. Davis
Whitaker Park making and packing

James E. Davis Jr.
Tobaccoville casing and cutting/cut-filler storage

Joseph F. Davis
Shorefair general

Roger F. Davis
Tobaccoville primary machinery and equipment ▶▶▶

J. Shelley Jr. - 35

D. Gibson - 30

W. Long - 30

E. Moffitt Jr. - 30

M. Abbott - 25

F. Benton - 25

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Source: https://www.industrydocuments.ucsf.edu/docs/jfpn0000

Continued from page 9

H. Bledsoe - 25

J. Caldwell - 25

W. Conrad - 25

S. Cromer - 25

M. Dodson - 25

T. Gay - 25

Robert B. Dendy
Whitaker Park making and packing

Ricky D. Disher
Whitaker Park material control/export

Michael W. Dodson
Operations technical training

Charles V. Dubose
Tobaccoville material control/export

Donald R. Dull
Whitaker Park material control/export

J. Roger Enscore Jr.
Tobaccoville material control/export

Joey S. Estep
Tobaccoville maintenance supply

J.R. Evans
Project management

Lawrence Ferguson
No. 200 presses and cutters

Willie L. Flinchum
No. 603 G-7 production

Rickie W. Foote
Whitaker Park making and packing

Norman G. Freeman
Whitaker Park making and packing

Byron L. Fulp
Tobaccoville casing and cutting/cut-filler storage

Stevie L. Fulp
Tobaccoville making maintenance

Milton F. Gaddy
Whitaker Park making and packing

Timothy Gay
Tobaccoville receiving and blending

Ralph J. Gough
Tobaccoville packing maintenance

Sherman L. Gregory
Whitaker Park making and packing

Cecil G. Hairston
Whitaker Park process control/quality control

George Hairston Jr.
Whitaker Park making and packing

John P. Hampton
Whitaker Park utilities general

Kenneth H. Haneline
Whitaker Park material control/export

Micky W. Hartgrove
Tobaccoville packing maintenance

Terry A. Hartle
Tobaccoville material control/export

Michael A. Hawks
Tobaccoville packing maintenance

James L. Heath
No. 603 G-7 production

Larry W. Hiatt
Tobaccoville material control/export

Cecil R. Hicks Jr.
Whitaker Park facilities maintenance

Samuel M. Hicks
Tobaccoville packing maintenance

John F. Hill
Tobaccoville making and packing

Cole M. Hobson Jr.
International support – manufacturing services

David L. Hoffman
Tobaccoville making and packing

John C. Holt
CO2 production

Joseph W. Holt
Tobaccoville receiving and blending

Terry W. Holt
No. 200 laminators

Garry J. Hoots
Tobaccoville casing and cutting/cut-filler storage

Bobby P. Huffman
Manufacturing primary director general

Steven O. Hull
Outside wrapping materials

Franklin D. Hunter
Tobaccoville making and packing

Edwin F. Hutchens
Whitaker Park primary general

Sylvia J. Hutchens
Whitaker Park making and packing

Douglas W. Ingram
Tobaccoville making and packing

Phillip M. Jessup
Tobaccoville primary machinery and equipment

James A. Johnson
Whitaker Park making and packing

Robert A. Johnson
Tobaccoville material control/export

Ronald D. Johnson
Tobaccoville making and packing

Stephen K. Johnson
Tobaccoville material control/export

Willie Johnson Jr.
Tobaccoville making and packing

Garth L. Joyce
No. 603 G-7 production

Rickey G. Joyce
Tobaccoville primary machinery and equipment

Barry W. Kearns
Tobaccoville making and packing

Benjamin L. Keaton
Tobaccoville making and packing

J.C. Kedzlora
Sales

Darle R. Kiger
Tobaccoville making maintenance

Dennis M. Kiger
Whitaker Park primary

Buddy R. Kimmer
Manufacturing production planning

Rickie W. Krupel
Tobaccoville making and packing

Linda H. Lawson
Tobaccoville making and packing general

A.R. Licon
Sales

Arthur L. Livengood
Tobaccoville primary machinery and equipment

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David M. Long
Tobaccoville making and packing

George M. Long
Mechanical perforating

Betty R. Mabe
Tobaccoville final blended strips/ casing and drying

Jewel W. Mabe
Tobaccoville casing and cutting/cut-filler storage

Woodrow J. Mabe
Central slit and clean

Calvin J. Mabry
Brook Cove Storage

Larry E. Mackie
Whitaker Park primary

Roger W. Mackie
Central shop

Richard R. Macy
Whitaker Park making and packing

Michael C. Manuel
Tobaccoville receiving and blending

Robert M. Martin
Brook Cove Storage

Marshall A. McDuffie
Whitaker Park making and packing

Johnnie K. McGee
Tobaccoville making and packing

Randy K. McGee
Operations technical training

R.H. McPherson Jr.
Tobaccoville making and packing electrical maintenance

Joseph M. Meadows
Outside wrapping materials

Jackie L. Mears
Trucking general

Jerry L. Middleton
Whitaker Park material control/export

W.D. Millaway Jr.
Whitaker Park making and packing

John T. Miller Jr.
Central slit and clean

Terry D. Mullis
Tobaccoville making and packing general

Michael L. Myers
Davie storage

Benny O. Nelson
Tobaccoville material control/export

Brent A. Nifong
CO2 processing

Darrell L. Nifong
Tobaccoville primary machinery and equipment

Ralph E. Nixon Jr.
Operations technical training

Findale R. Parnell
Tobaccoville facilities/ maintenance

Mae H. Petree
Whitaker Park making and packing

Stephen D. Petree
Tobaccoville making and packing

Jackie L. Pettit
Tobaccoville making and packing

Clarence E. Phillips
Central slit and clean

Marlene T. Pitts
Tobaccoville making and packing

Ronald L. Polley
Tobaccoville making and packing

Shirley T. Pugh
Tobaccoville material control/export

Michael B. Quate
Tobaccoville making and packing

Dennis H. Rash
Tobaccoville making maintenance

Jerry F. Ratledge
No. 200-16 foil production

Arthur L. Rice
Tobaccoville making maintenance

James E. Richardson
Tobaccoville making and packing

Ronnie D. Robbins
Tobaccoville receiving and blending

Norris L. Roope
Tobaccoville packing maintenance

Michael R. Royall
Tobaccoville making and packing

Robert L. Sapp
No. 603 processing

Veronica M. Sawyer
Tobaccoville making and packing

Carlton E. Scales Jr.
Whitaker Park making and packing

Ronald E. Schuyler
No. 603 G-7 production

Bruce E. Scott
Tobaccoville primary machinery and equipment

Ronald E. Scott
Manufacturing personnel general

Ronald S. Shaw
Tobaccoville making and packing

Kelly R. Shelton
No. 604 presses

Michael R. Shepherd
Tobaccoville material control/export

Betty P. Shouse
Tobaccoville making and packing

Randall K. Sidden
Whitaker Park making and packing

Pamela H. Simpson
Tobaccoville making and packing

Anthony T. Sims
Tobaccoville receiving and blending

David L. Sink
No. 603 G-7 production

Rebecca T. Slate
Product quality assessment

Kelly G. Smith
Tobaccoville making and packing

Kenneth W. Smith
Brands R&D

Thomas E. Smith Jr.
Mechanical perforating

Donald E. Snider
Tobaccoville casing and cutting/cut-filler storage

Donald D. Staley
Tobaccoville making and packing

T.E. Stallard
Sales

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R. Gough - 25

T. Hartle - 25

J.W. Holt - 25

T. Holt - 25

S. Hull - 25

D. Kiger - 25

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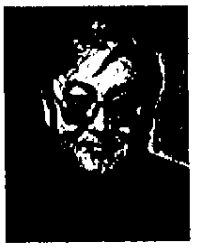
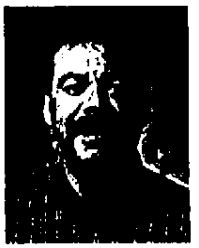
Continued from page 11

B. Kimmer - 25



W. Mabe - 25



R. McGee - 25

W. Millaway Jr. - 25

J. Miller Jr. - 25

R. Nixon Jr. - 25

E. Eugene Stewart
Whitaker Park making and packing

James R. Stroud
Whitaker Park primary

William R. Taylor
Tobaccoville making and packing

Benny R. Thomas
Whitaker Park making and packing

John R. Thompson
Whitaker Park making and packing

Bobby Q. Tuttle
Tobaccoville making and packing

Donald R. Tuttle
Tobaccoville making maintenance

Harvey T. Tuttle
No. 200 metals slitting/separating

James A. Vaden
Tobaccoville making and packing

Steve W. Walker
Tobaccoville packing maintenance

William D. Walker
No. 603 G-7 production

Gary D. Wall
Whitaker Park primary

Daniel R. Warden
Tobaccoville making and packing

James K. Warner
Whitaker Park making and packing

Doris H. Watts
Whitaker Park making and packing

Amos E. Westmoreland
Brands R&D

Alan E. White
Whitaker Park primary

Sylvia M. White
Tobaccoville final blended strips/ casing and drying

Charles E. Williams
No. 200 sheet production

Charles V. Williams
Tobaccoville final blended strips/ casing and drying

C.M. Winchester Jr.
Tobaccoville material control/export

Stephen L. Wishon
Whitaker Park making and packing

Jerry W. Witt
Tobaccoville making and packing

Daniel L. Wolfe
Whitaker Park making and packing

Kenneth M. Woosley
Tobaccoville making maintenance

John W. Worley Jr.
Tobaccoville making and packing

Ronald W. Young
Tobaccoville making and packing

20 Years - December

Timothy L. Banner
Tobaccoville casing and cutting/cut-filler storage

Jacqueline D. Blackwell
No. 603 G-7 production

Maude C. Bledsoe
Promotions operations – Cold Storage

Edward S. Brown
Whitaker Park material control/export

Elijah Canty Jr.
Tobacco processing maintenance general

Paul H. Cline Jr.
Whitaker Park making and packing

Rickey R. Cornett
Sales and marketing financial services

Christopher D. Craig
Tobaccoville casing and cutting/cut-filler storage

Neil A. Craig
No. 603 G-7 production

James R. Dodson
R&D process technology and development

Larry A. Doub
Technical services

Mark E. Evans
Process engineering

Gregory L. Fansler
R&D process technology and development

Carolyn S. Flinchum
No. 200 laminators

Willard A. Gordy
CDC LTL shipping

Randall E. Grantham
Tobaccoville making and packing

Joey C. Gray
Technical services

William E. Havens Jr.
Tobaccoville primary electronics and instruments

Leigh V. Hill
R&D process technology and development

Alan W. Hines
Tobaccoville utility plant

Barry D. Iroler
Tobaccoville primary electronics and instruments

Howard L. Largen Jr.
Tobaccoville primary electronics and instruments

Thomas E. Larrimore
Tobaccoville making and packing

Maurice K. McClamrock
No. 200 presses and cutters

Danny R. McHone
Tobaccoville making and packing

Sylvester McNeil
Tobaccoville production support maintenance

Barbara C. Miles
No. 603 G-7 production

Virginia J. Phillips
No. 603 G-7 production

Charles L. Pierce
Predictive maintenance – utilities

R.J. Plemons
Sales

G.B. Rierson
Sales

David G. Royal
No. 603 G-7 production

Annie R. Sapp
Payroll operations

Pamela B. Settle
Savings brand management

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Ralph W. Shaver
Tobaccoville primary electronics and instruments

Stephen M. Shore
Packaging purchasing

George J. Simmons
Plant services – casting and sheet

Craig D. Sink
Tobaccoville making and packing

Jackie L. Sink
CO2 production

Raymond D. Tucker
W.T. stem recovery

Margie L. Turner
Tobaccoville making and packing

Bernard H. Watkins
Whitaker Park process services

Robin K. Wilson
Environmental management

Donna K. Woods
Brands R&D

Travis C. Wright
Coupon operations

15 Years - December

Thomas E. Boyan
Tobaccoville making and packing electrical maintenance

Lawrence L. Brannon Jr.
Tobaccoville primary electronics and instruments

Brent W. Carter
Making engineering

Anthony E. Dalton
Cigarette manufacturing

Joyce Doucette
Sales

Robert R. Gabriel Jr.
Packing engineering

Ronald L. McDonald
Tobaccoville making and packing electrical maintenance

John S. Pratt
Tobaccoville making and packing electrical maintenance

David W. Tatum
Manufacturing quality control general

Ricky L. Thomas
Packing engineering

John J. Tomei Jr.
Adhesives development/toxicology

10 Years - December

Gary D. Byrd
Product evaluation

Sherry D. Chappell
Mail services

Daniel L. Davis
Brands R&D

Mark W. Freidinger
Sports Marketing Enterprises general

Aubrey I. Harris
No. 604 plant services, printing

Brian K. Jeffries
Commercial laminating

Timothy G. Johnson
Forklift maintenance – internal

Jessie Kelly-Holmes
Medical

Robert E. Kinch
R&D planning/administration

Stephen A. Lail
Purchasing

Avis L. Latimer
No. 604 plant services, extruders

Larry W. Lawson
No. 604 quality assurance

Roy C. Mitchell
Packaging labs

Paul R. Nelson
Product evaluation

Candace A. Price
Operations/manufacturing support systems

D. Lindsay Snyder Jr.
Sports Marketing Enterprises general

5 Years - December

David B. Engelbrecht
Sales

Promotions & appointments

Brand-Media-Direct Marketing

Lynn J. Beasley
to executive vice president – marketing

Selina W. Hendrickson
to marketing operations coordinator

Information Resources

Jeannette H. Reid
to programmer/analyst III

Manufacturing Tobacco Processing

Phillip G. Collins
to stock preparation relief

Quality Assurance

Charles R. Crumpler
to quality assurance lead electronic specialist

Gregory J. Roberts
to quality assurance lead electronic specialist

RCFCU

David M. Hawkins
to senior teller – RCFCU

Delisa B. Topping
to member products assistant – RCFCU ▶▶▶

M. Pitts - 25

M. Royall - 25

R. Scott - 25

A. Sims - 25

R. Slate - 25

E. Stewart - 25

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Continued from page 13

H. Tuttle - 25

D. Watts - 25

C. Winchester Jr. - 25

J. Blackwell - 20

E. Canty Jr. - 20

J. Dodson - 20

E. Havens Jr. - 20

B. Iroler - 20

A. Sapp - 20

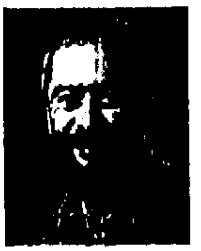
P. Settle - 20

G. Simmons - 20

T. Wright - 20

Correction: We apologize for the error in last month's *Caravan*. The following pictures were inadvertently left out of the service awards.

R. Southern - 20



C. Todd - 20

D. Todd - 20

Research and Development

Charles W. Helms
to senior R&D associate

Paul R. Nelson
to master scientist

James E. Swauger
to manager – regulatory affairs

RJR Packaging

Gary W. Doub
to slitter operator – packaging

Brian M. Lewis
to rotogravure press helper

Adam F. Miller
to engraving assistant – packaging

Sales

Kent G. Brock
to sales program planning manager

DeTonyia Buck
to retail manager – field sales – Lexington, Ky.

Jacqueline M. Wahle
to retail manager – field sales – St. Louis, Mo.

Retirements

M. David Bowe
International support – security, 10 years

Foye L. Cockerham
Cigarette manufacturing, 21 years

Nora F. Davis
Tax, 25 years

Cora C. Gaither
No. 603 processing, 22 years

D.L. Perrin
Field sales, 32 years

Joe G. Tucker
Cigarette manufacturing, 29 years

Clint H. Tuttle
Cigarette manufacturing, 25 years

W.S. Waltenbaugh III
Field sales, 31 years

Harvey L. Young Jr.
Cigarette manufacturing, 31 years

In memoriam

T. Wayne Robertson
48, president of Sports Marketing Enterprises, and senior vice president of Reynolds Tobacco, died Jan. 14. A resident of Winston-Salem, N.C., he had 27 years of service with the company.

Seasonal service awards

Editor's note: The following employees have completed seasonal years, rather than continuous years. Seasonal service awards are listed in Caravan once a year.

35 Years
Brook Cove Facility

Marion S. Bowman
Betty A. Childress
N. Beatrice Salley
Ruby L. Tucker

30 Years
Brook Cove Facility

Jane B. Mabe
Mildred Southern
Luella White

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25 Years
Brook Cove Facility

Pauline Bowden
Rayford J. Cardwell
Herbert H. Liles
Rosie L. Morris
Roseleen H. Swaim

20 Years
Brook Cove Facility

Donald G. Byerly Jr.
Brenda W. Hawks
Susan C. Howell
Rinda J. Jester
Lena B. Kleitches
Linda J. Matthews
Danny W. Phillips
Lois M. Smith
Ronald K. West

10 Years
Brook Cove Facility

James B. Bowman Jr.
Timmie G. Mabe
Larry D. Martin
Michael W. Smith

5 Years
Brook Cove Facility

Lonnie E. Brown
Stephen G. Brown
Amanda J. Bullins
Tyrone T. Calloway
Issac W. Davis
David E. Hairston
Jacqueline C. Hairston
Karen C. Hairston
Brenda C. King
Phillip L. Lester
Gwendolyn H. Mitchell
George G. Morris
Steve M. Morton
Curtis W. Smith
James W. Stewart

B. Childress - 35

B. Salley - 35

R. Tucker - 35

J. Mabe - 30

M. Southern - 30

L. White - 30

P. Bowden - 25

R. Cardwell - 25

H. Liles - 25

R. Morris - 25

D. Byerly Jr. - 20

S. Howell - 20

R. Jester - 20

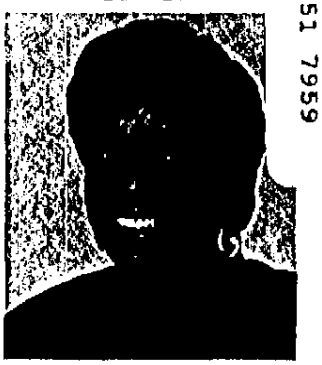
L. Kleitches - 20

L. Matthews - 20

D. Phillips - 20

L. Smith - 20

Employee receives national award


Janet Wheeler

The National Eagle Leadership Institute (NELI) recently honored Janet Wheeler, R&D director of planning/administration for R.J. Reynolds Tobacco Co., with the Eagle Award for "her efforts to go beyond the call-of-duty to help others succeed, while remaining attentive to RJR's business goals." Wheeler is the first Reynolds Tobacco employee to be nominated and selected for the award.

"Janet started at the bottom of the professional ladder and worked her way up — and she's still climbing," says Gary Burger, senior vice president – R&D. "In addition to always performing her job responsibilities in an outstanding manner, she exhibits professionalism, integrity, leadership and a sense of humor on a daily basis."

NELI's mission is to introduce and foster the ideals and importance of leadership development among African-American and Hispanic high school and college students, while helping to establish mentoring relationships between NELI's rising professionals and aspiring student leaders. ■

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R&D bowlers have fun to spare

Amid cheers and high fives, 32 R.J. Reynolds Tobacco Co. employees from R&D meet weekly in a lunchtime bowling league. Gary Shelar, the "master bowler" in the group who works in product development, says, "We call this the fall league, but it's actually the 'havin' a ball league!'"

Every Wednesday, the employees leave Bowman Gray Technical Center on their lunch hour and go down the street to Northside Lanes. There, they meet and pair off into two-person teams. Some of the pairs have been bowling together for a while. Longstanding teams include: Shelar and Dwayne Beeson of new cigarette technology; Paul Nelson and Susan Kelly of product evaluation; Fred Conrad of product evaluation and Jerry Redding of brands R&D; Mike Conner and Susan Fansler of new cigarette development; Pat Stewart and Annette Pardue of health and environmental science; Leigh Barrett of quality assurance and her husband Bob Hege of product evaluation; and Watson Dufour of process technology and development and his wife Donna Dufour of product evaluation.

"This league started in 1990 as a way for all of us just to get some exercise and go out to lunch together," says League President Watt Dufour. "We make it back to the office in under an hour. That way, even on busy days, most people can get a short break from work."

Even though the object of bowling in the league is just to have fun, some members have high bowling averages. Shelar has been the league's top bowler for four years. His average is 180. His partner, Dwayne Beeson, calls himself Gary's protégé. "We have a great time, and I learn new bowling techniques all the time. However, my scores keep him humble," Beeson says with a laugh. ■

Lunchtime bowling league member Gary Shelar of new cigarette technology works on his 180 bowling average.

JUNIOR ACHIEVEMENT

RJR team scores during charity bowl-a-thon

More than 50 RJR employees recently put on their bowling shoes and hit the lanes to raise money and awareness for Junior Achievement. RJR had 12 teams participating in the event — more than any other company — and raised a record-breaking $6,077 in pledges for the program. In all, Junior Achievement collected more than $34,000 — $9,000 over its goal.

Junior Achievement is an organization that helps teenagers understand the basic principles of free enterprise and business practices. In the program, students work with a volunteer from a local business and set up small companies. Through this hands-on experience, students learn better decision-making skills. RJR has been a sponsor of the organization for many years through employee involvement.

For the fund-raiser, Ted Stewart of internal audit and Roy Mitchell of packaging R&D were company co-chairs. The employee collecting the most money within RJR was Joanne Taylor of new product development – R&D. She raised $900. ■

Caravan

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